



**STATEMENT OF PROCEEDINGS FOR THE  
REGULAR MEETING OF THE  
LOS ANGELES COUNTY COMMISSION ON LOCAL  
GOVERNMENTAL SERVICES  
KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET, ROOM 374-A  
LOS ANGELES, CALIFORNIA 90012  
<http://lgsc.lacounty.gov>**

**Tuesday, August 4, 2015**

**9:30 AM**

AUDIO LINK FOR THE ENTIRE MEETING. (15-3449)

**Attachments:**    [AUDIO](#)

Call to Order and Pledge of Allegiance. (15-3519)

**The meeting was called to order by Chairperson Bob Archuleta at 9:35 a.m. followed by a pledge of allegiance led by Commissioner Mark Burman.**

Present:            Chairperson Bob Archuleta, 1st Vice Chairperson Azita Karimkhany Fatheree, 2nd Vice Chairperson Paul Philips, Commissioner Jules Bagneris III, Commissioner Mark Burman, Commissioner Drake Dillard, Commissioner Andrew Friedman, Commissioner Laurence M. Kaplan, Commissioner Edward Kim and Commissioner Jess Talamantes

Absent:            Commissioner Ana Ponce

Excused:           Commissioner Jesse Gabriel, Commissioner Jerry Velasco and Commissioner Barry Waite

**I. ADMINISTRATIVE MATTER**

1. Approval of the Minutes of July 7, 2015. (15-3520)

**During discussion, 1st Vice Chairperson Azita Fatheree made a suggestion to amend the third paragraph of Item 7 to read as follows:**

**After discussion, 1st Vice Chairperson Azita Fatheree and Commissioner Ana Ponce were appointed by the Chairperson to assist Commissioner Larry Kaplan with the task in creating a Strategic Plan for the Commission to develop a process in considering agenda items.**

**Once constructed, the Ad-hoc Committee will report back to the Commission at a later date with their recommendations on a Strategic Plan that will ensure efficiency.**

**After further discussion, on motion of 1st Vice Chairperson Azita Fatheree, seconded by Commissioner Jules Bagneris, III, the item was approved as amended.**

**Attachments:**    [SUPPORTING DOCUMENT](#)

## **II. REPORT**

- 2.**     Chair's report on various items for the month of August 2015. (15-3521)

**Chairperson Bob Archuleta congratulated Commissioner Mark Burman for being awarded a film production contract in Ohio. The film is based on a book entitled, "Dog Eat Dog." Commissioner Mark Burman also provided a brief history of why the film industry is needed in Los Angeles County.**

**After discussion, by Common Consent, there being no objection, this item was received and filed.**

## **III. DISCUSSIONS**

- 3.**     Presentation and Continued discussion on improving the County's regional approach to tourism promotion and services by possibly establishing a regional tourism authority as requested by Commissioner Larry Kaplan.

- Patti MacJennett  
      Senior Vice President of Business Affairs  
      Los Angeles Tourism and Convention Board
- Robert "Bud" Ovrom  
      Executive Director of the  
      Department of Convention and Tourism Development  
      Los Angeles City (14-2607)

**Commissioner Larry Kaplan welcomed and briefly introduced speakers Patti MacJennett and Robert "Bud" Ovrom who spoke on the tourism.**

**Patti MacJennett noted the history of the Convention Board and what its works since 1920. As a non-profit organization, it established a Tourism Marketing District with a Federal 501c(6) status consisting of 1,200**

members beyond the City in Los Angeles County. It also has a \$44M budget that contracts with the Los Angeles City Department of Airports, utilizes the international markets, promotes tourism internationally and develops new airlines. It has offices in the UK, France, Korea, Canada, Australia, Germany and three offices in China. She added construction of more terminals at LAX and domestic airports maybe necessary to accommodate future visitors. She also shared a brief video presentation how their Board is marketing tourism.

Robert "Bud" Ovrom also spoke on tourism and the Convention Board. He stated the industry is the fastest growing industry that has provided over 400,000 jobs on high tech, hotels, restaurants, shopping, stores, football games, airlines and rail transportation. Tourism brings teachers, accountants, lawyers, nurses, athletes and businessmen together from all over the Nation to Downtown Los Angeles and gives economic growth development. He acknowledged that concerns with public safety have been partially remedied by installing more security cameras.

After their presentation, Ms. MacJennett and Mr. Ovrom responded to questions posed by the Commission.

After further discussion, Commissioner Jess Talamantes made a suggestion to include in further reports, a presentation with the Director of Los Angeles City Department of Airports.

In addressing the Commission's inquiry to establish a regional tourism authority, Mr. Ovrom suggested identifying funding sources for marketing in collaborative efforts and to bring it to the Board of Supervisors for implementation.

Chairperson Bob Archuleta thanked Ms. MacJennett and Mr. Ovrom for their informative and helpful presentation.

By Common Consent, there being no objection, this item was received and filed.

Attachments:    [SUPPORTING DOCUMENT](#)  
                          [SUPPORTING DOCUMENT](#)

4. Recommendation as submitted by Commissioner Laurence Kaplan: Discussion and possible action to create an Ad-Hoc Committee to review ongoing projects and strategic plan of the Commission. (15-2176)

**Commissioner Larry Kaplan reported that the Committee met telephonically and will be continuing discussion to develop the following concepts:**

1. What has worked and what has not worked;
2. Commission priorities;
3. Work with other Commissions on what they are developing/following;
4. Prioritize topics;
5. How to handle issues as they arises;
6. Appointing authorities on resources;
7. A survey pass to Commissioners to determine priorities.

**By Common Consent, there being no objection, this item was continued to a future agenda for a final report by the Committee.**

#### **IV. MISCELLANEOUS**

##### **Matters Not Posted**

5. Matters not on the posted agenda, to be discussed and (if requested) referred to staff or placed on the agenda for action at a future meeting, or matters requiring immediate action because of an emergency situation or where the need to take action came to the attention of the Committee subsequent to the posting of the agenda. (15-3522)

**The following item was introduced for discussion and placed on the agenda for consideration at a future meeting.**

- 5A. Presentation and possible recommendation on "Project Lifesaver", to help first responders and emergency personnel reduce search times when attempting to locate missing persons suffering from Alzheimer's, or other related diseases, as submitted by 1st Vice Chairperson Azita Fatheree. (15-3758)

**On motion of 1st Vice Chairperson Azita Fatheree, seconded by Commissioner Mark Burman, and unanimously carried, this item was introduced for discussion and placed on the agenda of September 1, 2015.**

**Public Comment**

6. Opportunity for members of the public to address the Commission on items of interest that are within the jurisdiction of the Commission. (15-3523)

**No members of the public addressed the Commission.**

**Adjournment**

7. Adjournment for the meeting of August 4, 2015. (15-3524)

**The meeting was adjourned at 11:06 a.m.**